



Master of Science in Business Analytics and Information Management-MS(BAIM)

The MS in Business Analytics and Information Management will educate students in state-of-the-art information technologies and analytical techniques. The program is designed to enable informed decision-making using data. The curriculum is rigorous and is geared to develop proficiency in the use of software tools and methodologies within business. Students will have opportunities to:

- 1) apply their learning to real-world problems
- 2) gain competency in current best practices of data handling and analysis
- 3) develop awareness of various business contexts that benefit from data-driven decisions
- 4) advance their ability to communicate findings to a variety of audiences.

Students also receive a broad-based understanding of various functional areas of business with access to a wide range of electives.

DEGREE EARNED
Master of Science

LENGTH:

11-month program beginning in June

FORMAT:

Full-Time
3 Semesters
36 Credit Hours

TYPICAL AGE:

22-27

AVG. WORK EXPERIENCE:

2-3 years

PROGRAM FEES:

In-State: \$29,000
Out of-State: \$46,000
**All fees subject to change*

PROGRAM COMPONENTS

Taught by respective domain experts



Technologies



Techniques



Communication



Business Knowledge

Program Highlights:

- Award winning Management Information Systems and Quantitative Methods faculty.
- Courses maximize peer-to-peer learning through case studies, class discussions and in-class exercises.
- Ability to specialize in supply chain analytics, investment analytics, or corporate finance analytics.
- Students develop proficiencies with a variety of software tools including SAS, Python, Minitab, SQL, Gurobi, R, and various big data technologies.
- An approach that offers a unique treatment of data, analytics, gamification, optimization modeling and data modeling tools.
- Graduates are eligible for STEM OPT extension.



@PurdueMBA



Krannert School of Management Master's Programs



Purdue University—Krannert School of Management

CONTACT

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MS BUSINESS ANALYTICS & INFORMATION MANAGEMENT

"Krannert provided me with a strong foundation in analytics and gave me ample opportunities to solve real-world business problems. This formed a platform that I use every day."

**Venky Arun, Purdue MBA '12
Manager, A.T. Kearney**

Curriculum 36 total required credits

Summer Semester

Business Analytics
Communication and Persuasion
Computing for Analytics

Fall Semester

Corporate Finance
Marketing in a Global Economy
Data Mining with SAS Enterprise Miner
Management of Organizational Data
Advanced Business Analytics With SAS
Management Information Systems
Design: Social Networks and Engagements
Six Sigma and Quality Management
Web Data Analytics
Using R for Analytics

Spring Semester

Digital Business and Information Strategy
IT Project Management
Big Data Technologies
Spreadsheet Modeling and Simulation
Predictive Analytics
Production Scale Big Data Implementation
Python Programming
Spreadsheet Modeling
Macro Programming
Optimization Modeling with Spreadsheets

In addition to the core curriculum, MS BAIM students gain business breadth by completing 6 credits of business foundation courses and 5 credits of free electives from the Full-Time MBA program.

Purdue's MS Business Analytics and Information Management program will prepare you to fill more than 1.5 million positions in information analytics.

Business Information and Analytics Center (BIAC)

The Business Information and Analytics Center (BIAC) combines two highly regarded areas in the Krannert School — Management Information Systems and Quantitative Methods — to leverage the breadth and depth of its research and corporate collaborations. The center demonstrates how state-of-the-art technological answers, combined with research-driven analytical techniques, can put corporate information to its best use to solve problems and form critical future strategies to be at the forefront in the emerging world of big data. In short, the BIAC turns massive business data into practical business answers.

The BIAC also organizes activities such as case competitions, data dives, poster sessions, and conferences to enhance student experience and exposure.

"Big data by itself is good. Big data with predictive influence is powerful. Purdue's new Business Information and Analytics Center will provide students and faculty with the technologies and techniques to harness that power and become leaders in the field."

**Rick Smith
Krannert BSM '81, CEO of Equifax**

"The well-aligned courses and curriculum at Krannert helped build a strong foundation in a short period of time. The rich mix of faculty interactions, case competitions and live projects provided an ideal platform to hone my skills and be ready for real world problems."

Viraj Shah, '17 MSBAIM, Senior Analyst at Nielsen

Krannert's MSBAIM program is one of the very few programs out there that offers an equal emphasis on the entire pipeline of an analytics problem through courses in descriptive, predictive and prescriptive analytics."

Abhisek Gupta, '17 MSBAIM, Data Scientist at 84.51°

RANKINGS

#8 MS Business Analytics Program

Master's in Data Science

#8 Big Data Graduate Programs

Value Colleges

#2 Information Systems Management

Eduniversal (Best-Masters.us)

#6 Quantitative Analysis/Methods

U.S. News & World Report

PLACEMENT PROFILE

MS BAIM

SALARY:

(Average Industry Starting Salary)
\$96,500

EMPLOYERS:

Our Recruiters Include:

Amazon
AT&T
A.T. Kearney
Boeing
Dell
Emerson
Ernst & Young
General Electric
Microsoft
Nielsen
Procter & Gamble
Rolls Royce
And more...